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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
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09/697,009

10/25/2000

Bruce L. Davis

60319

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23735

7590

10/18/2006

DIGIMARC CORPORATION
9405 SW GEMINI DRIVE
BEAVERTON, OR 97008

EXAMINER

JANVIER, JEAN D

ART UNIT

PAPER NUMBER

3622

DATE MAILED: 10/18/2006

Please find below and/or attached an Office communication concerning this application or proceeding.

Reply Brief Noted

First, although the Appellant had failed to point out the deficiencies in the "Official Notice" or more particularly that "watermarking" is well known, but "digitally or electronically watermarking" is not, however, the Examiner agrees that "watermarking an object or document to ensure their authenticity to thereby identify any copies of the object or document is old and well known in the art" instead of "electronically or digitally watermarking an object or document to ensure their authenticity to thereby identify any copies of the object or document is old and well known in the art", as the Appellant seems to suggest. Furthermore, Appellant admitted on page 1, lines 30 and 31, of the specification that "A great variety of particular watermarking techniques are known to artisans in the field". That variety of watermarking techniques could very well include a process for electronically or digitally watermarking an object. Finally, contrary to the Appellant's contention, it appears that the specification does not show, especially since there is no drawing, how a digital watermark encoded on a coffee cup, for example, is read by a reader since it seems that the Appellant treats the digital watermark as an invisible (imperceptible) mark. In other words, it appears that the digital watermark is not immediately printed or visible on the coffee cup. Thus, it is not understood how the reader will sense the digital watermark on the coffee cup.

Conclusion

Any inquiry concerning this communication from the Examiner should be directed to Jean D. Janvier, whose telephone number is (571) 272-6719. The aforementioned can normally be reached Monday-Thursday from 10:00AM to 6:00 PM EST. If attempts to reach the Examiner by telephone are unsuccessful, the Examiner's Supervisor, Mr. Eric W. Stamber, can be reached at (571) 272- 6724.

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Official Draft : 571-273-8300

10/11/06

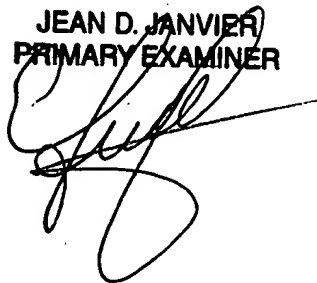
JDJ

Jean D. Janvier

Patent Examiner

Art Unit 3622

JEAN D. JANVIER
PRIMARY EXAMINER

A handwritten signature in black ink, appearing to read 'JDJ', is written over the printed name and title of the examiner.